



Exploration and Practical Research on Innovation and Entrepreneurship Education for College Students Driven by the Project

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ABSTRACT

College students' innovation and entrepreneurship education is an important way to cultivate high-quality talents, and innovation and entrepreneurship projects are the main content and important implementation strategies of the education system. From the perspective of project-driven innovation and entrepreneurship education, based on the MOA model, this paper conducts a hypothesis verification analysis on the relevant factors affecting the development of education. By investigating the specific situation of the university's projects, using the structural equation model for data processing and analysis, it summarizes the main problems existing in education management. Issues and key influencing factors.

Keywords: project-driven; college students; innovation and entrepreneurship education; practical research; MOA model;

1. INTRODUCTION

Since the restoration of the college entrance examination system, China's education has developed rapidly. Since the 21st century, the number and scale of Chinese colleges and universities have been growing, which is of great significance to promote the national economic development and social construction. Now, the concept of project driven has gradually integrated into the education teaching work, for college students' innovative entrepreneurship education, under the project driven to its form change, under this situation, in innovative entrepreneurship education teaching work, are based on project driven as a benchmark, to cultivate the project driven development concept and demand of talent, for the education work quality and level, provide guarantee for its long-term and stable development[1].

2. CONCEPT ANALYSIS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION

The emergence of innovative entrepreneurship education is not accidental, about the education idea is put forward in our country in the late 1990s, put forward by Beijing education science research institutions,

pointed out in the future development, the importance of innovative entrepreneurship education, and education departments in our country, encourage universities and actively promote innovation entrepreneurship rainfall, to cultivate such talents, not only to make its fully understand relevant theoretical knowledge, but also have certain innovation consciousness and spirit, more teaching activities in peacetime teaching. There are many factors affecting innovation and entrepreneurship education, such as environmental influence and students' own willingness and ability. The specific influencing factors can be seen in Table 1 below.

Table 1. Influencing factors of innovation and Entrepreneurship education for College Students

content	influencing factor
Innovation and entrepreneurship environment for college students	Support, project role, project courses, project courses and project management in innovation and entrepreneurship projects
College students' willingness to innovate and start	Knowledge of innovation and entrepreneurship projects, participation in similar projects,

businesses	project attention, and project participation willingness
College students' innovation and entrepreneurship ability	Innovation and entrepreneurship require professional skills, professional knowledge and skills, practical skills, communication skills, and teamwork ability
Innovation and entrepreneurship practice of college students	Improve innovation and entrepreneurship project management, increase project services, increase project courses, and increase professional training

3. THE SIGNIFICANCE OF PROJECT-DRIVEN INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS

3.1. To meet the demand of national construction talents

The construction of an innovative country is the concept of national construction put forward by China in the 21st century. In order to realize innovation, the most important thing is to realize innovation in talents and promote the innovation of national construction. The innovation and entrepreneurship education of college students is consistent with this concept. Therefore, driven by the project, the embodiment of innovation ability and concept is important, but in order to make it more innovative in talent training, we should pay attention to the development of innovation and entrepreneurship education of college students, which is a reflection of creativity education. The innovation and entrepreneurship education of college students driven by the project is an important basis for the development of an innovative country, which can inject new talents into the innovation of national construction, and then make contributions to the construction and development of a modern country[2].

$$\text{Chi-square statistic} = (N-1) * F$$

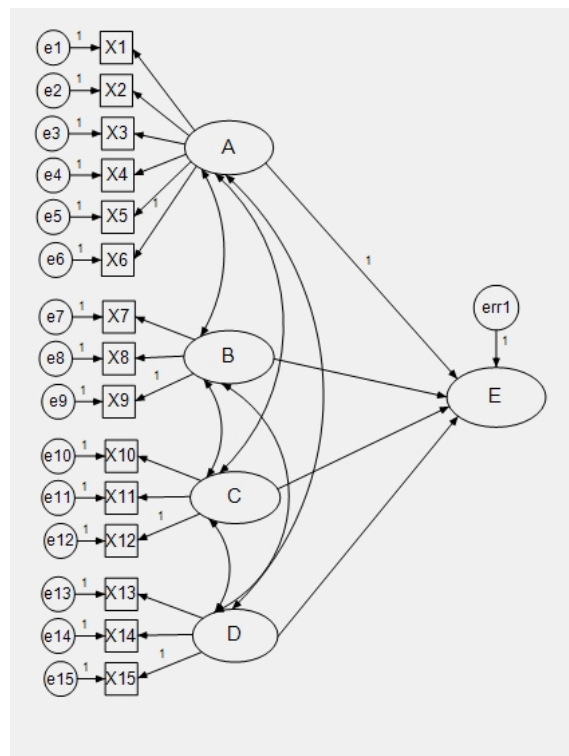


Figure 1. AMOS model

3.2. Construction of the hypothesis-based validation model

In this paper, we analyze the causal relationships between latent and observable variables and establish structural equations that can detect direct relationships between variables, as follows.

Measurement Equation:

$$X = \Lambda x \xi + \delta$$

$$Y = \Lambda y \eta + \varepsilon$$

constitutive equations:

$$\gamma \xi + \beta \eta + \zeta$$

X represents the variable composed of latent variable, Y is the variable composed of observable variable, δ and ε represent the measurement error of X and Y ; Λx refers to the relationship between X and latent variable ξ , Λy between Y and latent variable η ; ξ means exogenous latent variable, η refers to latent variable, ξ endogenous variable γ and β indicate the structure coefficient matrix between exogenous latent variable and endogenous latent variable η ; and the ζ residual item[3].

3.3. Promote the all-round development of college students

All-round development is not only an important part of quality education in primary and secondary schools, but also an important task for the education and teaching work of college students to promote the all-round development of college students. And carry out college students' innovative entrepreneurship education to let students understand the innovative entrepreneurial knowledge at the same time, make its further understand the social situation in our country, let it to face the reality of the society, in the innovation entrepreneurship education to find their strengths and weaknesses, to improve its confidence at the same time, mining college students' initiative and innovation, and promote its all-round development.

4. COUNTERMEASURES OF PROJECT-DRIVEN INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS

4.1. Enhance the importance of innovation and entrepreneurship education among college students

Government departments also need to launch project driven as the core of college students innovation entrepreneurship education related policies, and intensify promotion, let more people have a correct understanding of the education, especially students and their families, from the thought to change, it requires colleges and universities and teachers, schools and teachers themselves should improve cognition, strengthen the importance of innovative entrepreneurship education, in the school education teaching, focus on the education, to gradually make students and their families improve the importance of college students' innovative entrepreneurship education[4].

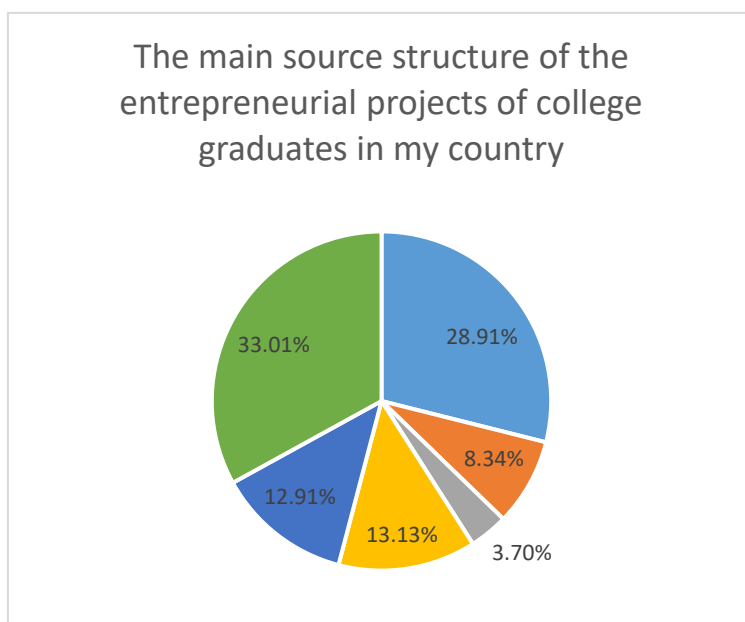


Figure 2. The main source structure of the entrepreneurial projects of college graduates in my country

As can be seen from the data, in the source structure of contemporary college students' entrepreneurial projects, only 3.70% of the projects come from schools.

4.2. We will strengthen the construction of teachers for innovation and entrepreneurship education for college students

In view of the lack of teachers in most aspects of innovation and entrepreneurship education in China, it is necessary to strengthen the construction of teachers in this education, so as to build a professional teacher team of innovation and entrepreneurship education for college

students. Colleges and universities should be based on the existing teachers, and cultivate professional knowledge of innovative entrepreneurship education teacher team, through regular professional training, make teachers correctly understand project driven, and provide opportunities for study out, let such teachers to learn some achievements innovative entrepreneurial teachers' teaching methods, learn experience to improve personal teaching ability, into the project driven concept to build a new college students innovative entrepreneurship education system, figure 1 for the project driven college students innovation entrepreneurship education system. At the same time,

we also need to build a "double-qualified" teacher team and entrepreneurship education as the goal to enrich their own teachers in innovation

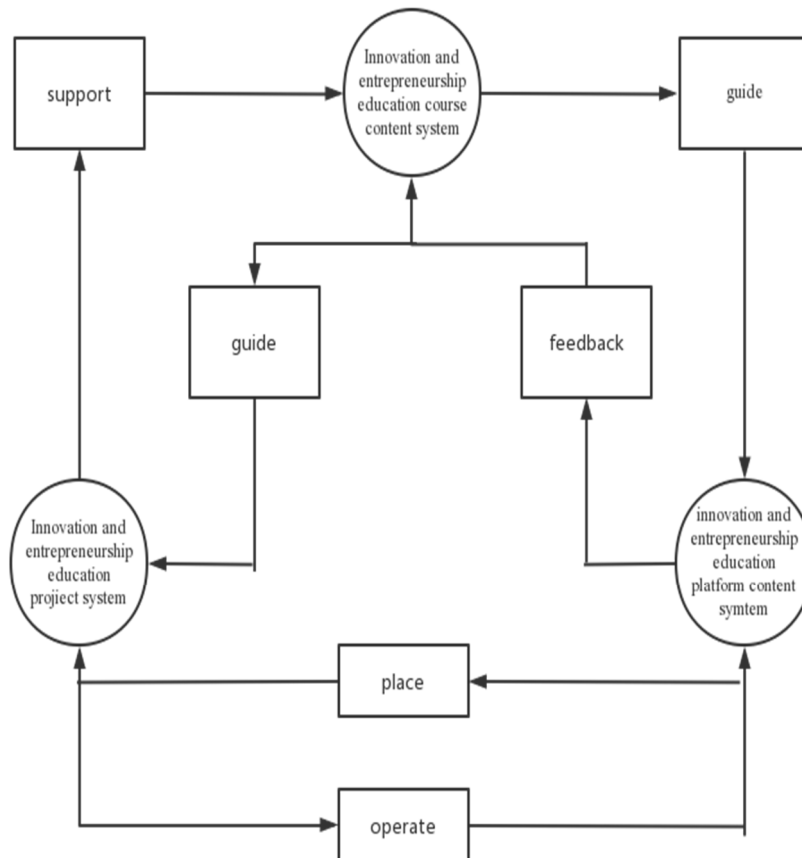


Figure 3. Innovation and entrepreneurship education system for college students driven by the project

4.3. We will improve the guarantee mechanism for ensuring innovation and entrepreneurship education among college students

First of all, the government should play a leading role in providing reasonable public resources and relevant policies for the development of innovation and entrepreneurship education. It is necessary to strengthen communication and cooperation with relevant enterprises, and effectively build a project-driven integrated practice service base of learning and research as the core, so as to provide a guarantee for the training of innovative talents. At the same time, schools themselves must attach importance to the development of innovation and entrepreneurship education, whether in the construction of professional teacher team, or the construction of innovation and entrepreneurship education quality evaluation system, they should attach great importance to the work related to this education, and take relevant policies as the benchmark. Only in this way can the education guarantee mechanism of innovation and entrepreneurship education of college students with project-driven concept be built.

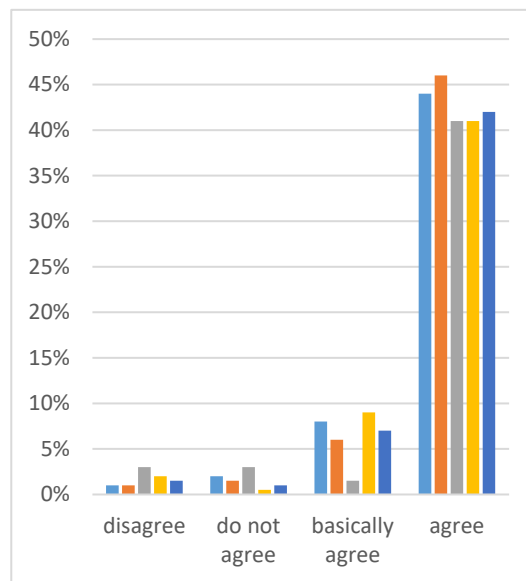


Figure 4. Data analysis diagram of innovation and entrepreneurship projects

5. CONCLUSION

Combined with the above research and analysis, driven by the project, carrying out innovation and entrepreneurship education for college students is of great significance both for the national construction, education development and students' personal development. Project drive will be the theme of the development of the future, college students' independent innovation ability cultivation and promotion is key, in the key transformation of all walks of life, innovation is a breakthrough, is also an inevitable trend, and for college students, to improve their own innovation ability and ideas, to cultivate its become an innovative talent, we must pay attention to college students' innovative entrepreneurship education work.

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